

Authenticity spurs the muffin market..

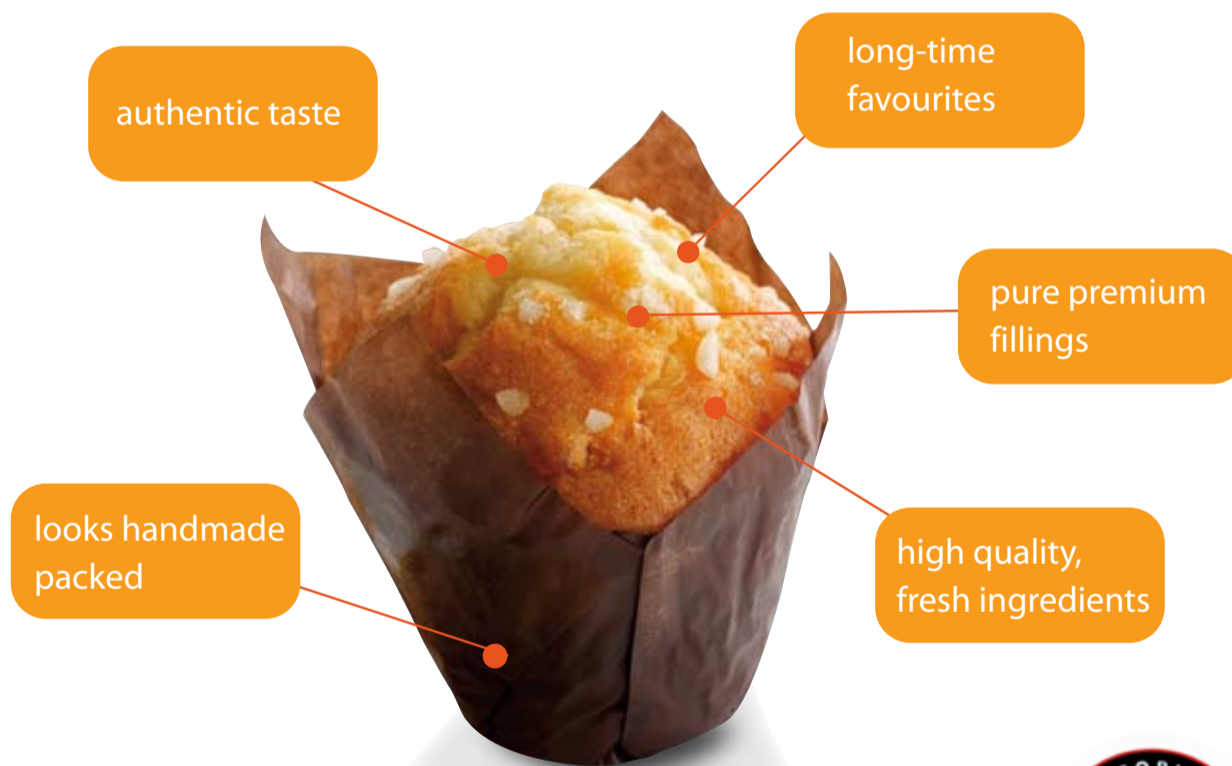
More muffin success with the 'tulip' outfit
Enjoyment, indulgence and the growth of the coffee shop culture are the main ingredients of the recipe for muffins' booming success. A recent study by TNS* shows that there is plenty of room for growth by introducing a muffin packed to appear more handmade and authentic, like our 'tulip' muffin. Not only will younger adults (high consumption) be attracted, but also men and older

women. The last group points out that they will buy 'tulip' muffins more often and more easily.

Market trends in bakery continued...

Snacking on the go – the preference for grazing and snacking results in an increased demand for both healthy eating and more indulgent fillers throughout the day.

Not just an ordinary muffin!



Based on our most successful flavour introductions in a variety of countries within Europe, we have developed the following Tulip Muffins:

* TNS Group, worldpanel

Individually wrapped, 15 muffins per case, 96 cases per pallet

- **01097410** Fruity Carrot Tulip Muffin, 140 g
- **01097428** Apricot Injected Tulip Muffin, 133 g
- **01097395** Blueberry Crumble Tulip Muffin, 126 g
- **01097402** Triple Chocolate Injected Tulip Muffin, 135 g



More info or samples:
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